2/28/94 participation rates:

Rebecca

Merit

Contest – Merit bowling magazine – send in entry to win trip to bowling contest

circulation 2,000,000.

5 different editions

2,249,000.

4 magazines – total circ 2 million
(periodical – subscribers) once a month

– may run the ad several times
– same 2 million people.

how many entries can they submit
as many as they want – submit 5 wins per entry

Win a trip to Reno during December Merit Bowling Championships trip for 2 all expenses paid

2 Grand Prize winners
50 Cash prize

3rd qtr 2 months to respond.

2045379900

Source: https://www.industrydocuments.ucsf.edu/docs/gygj0004